

## The Impact of Tourist Engagement and Tourist Satisfaction on Tourist Loyalty: A Literature Review

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### Abstract

This research is motivated by the rapid growth of tourism in Indonesia Country. This causes many opportunities for tourists to move from one tourist attraction to another. So it is difficult to maintain and increase the number of tourists visiting a region. This study aim to gather and analyze published articles regarding the impact of tourist engagement and Tourist satisfaction on tourist loyalty. The research design is a literature review. Articles published in the last ten years appearing in six different academically recognized journals of tourism have been reviewed in the present study. Based on the results of the review literature is If a company has tourists who are satisfaction with the company, then the company accidentally creates trust in tourists that will impact into a commitment in the long term. The relationship between satisfaction and loyalty has been carried out in many studies. Satisfaction leads to the creation of strong relationships between service providers and customers, which leads to longevity relationships, or tourist retention.

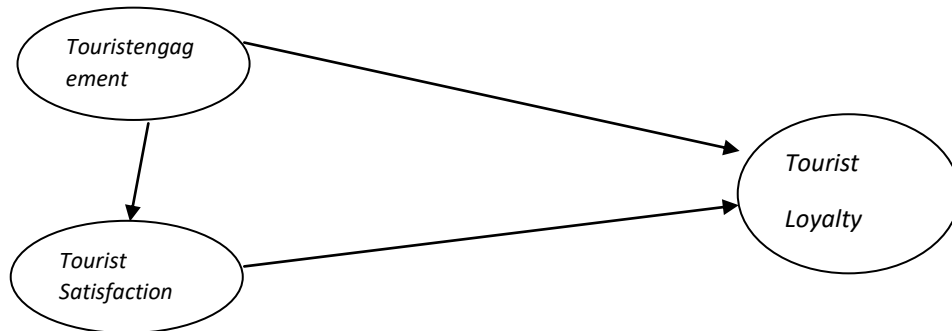
**Keywords:** *tourist engagement, tourist satisfaction, tourist loyalty*

### Introduction

The potential of natural tourism can be an attraction for tourists visiting for a vacation. In addition, the tourism sector also provides the country's economic turnover and has a good impact on the surrounding community. In 2019 the tourism sector is predicted to be the largest foreign exchange earner in Indonesia, which is USD 24 billion, surpassing the oil and gas (oil and gas) sector, coal and palm oil. In this sector the impact of foreign exchange entering can be directly felt by all levels of society. In addition, tourism in Indonesia is targeted to be the best in the region, even surpassing ASEAN. A good tourist destination must be able to provide tourist facilities that suit the needs of visitors to provide convenience and fulfill their needs during the visit. Kotler & Armstrong (2008) states that facilities are all things that are intentionally provided by service providers to be used and enjoyed by consumers aimed at providing a maximum level of satisfaction. When tourism facilities can provide maximum satisfaction to visitors, it will be a good basis for them to make return visits in the future and their willingness to share positive things with others in other words creating loyalty. Tourist loyalty is a commitment that is held firmly to buy back a product or service consistently in the future, thus causing repeat purchases on the same brand, even though situational influences and marketing efforts have the potential to cause behavior change (R. W. Oliver, 1999). This is believed to increase tourist loyalty because the tourist satisfaction will buy repeatedly, buy more types of products, and recruit loyalty friends will have an impact on the growth of profitability. Friend to be a customer. If the company pays attention to customer loyalty it will have an impact on the growth of profitability (Danurdara, Hidayah, & Masatip, 2017). Furthermore, research conducted by Wardi, Abror, & Trinanda (2018) states that tourist satisfaction has a positive and significant effect on the tourist satisfaction. This is because tourists will recommend or notify positive information about their tours when they are satisfied with these services. On the other hand, when they feel disappointed with the services of a tourism site, they will tell the negative experience to others and will not recommend them to visit that place. Word of mouth is itself an indicator of loyalty. If a company has tourists who are satisfaction with the company, then the company accidentally creates trust in tourists that will impact into a commitment in the long term. The

relationship between satisfaction and loyalty has been carried out in many studies. Satisfaction leads to the creation of strong relationships between service providers and customers, which leads to longevity relationships, or customer retention.

Based on the theoretical foundation, it can be described as a framework for analyzing the influence of tourist engagement and tourist satisfaction on tourist loyalty and tourist satisfaction.



**Figure 1 Conceptual framework**

**Methods**

The method used in this literetur study adopts Systematic Literature Review (SRL) proposed by Biolchini, et al., (2005). SLR is defined as a way of identifying, evaluating and interpreting all available research that is relevant to the question or domain of research topics or phenomena of interest to researchers. Biolchini et al. (2005) divided the guidelines for implementing SLR into 3 phases, namely: (1) planning; (2) execution; and (3) analysis of results. In this literature review the data sources that will be used are papers available on the website page: (1) Emerald Insight; (2) Wiley InterScience; and (3) Science Direct. The strategy in conducting a search is built through the determination of keywords and synonyms from the focus of the study. Keywords and synonyms are connected to the logical OR and OR conector. The paper selection procedure was carried out with the speed reading technique of all primary study candidates. Fast reading is reading the abstraction section of the available paper. Furthermore, based on the inclusion and exclusion criteria made, it can be determined whether the paper can be used as a primary study. Based on the planned review, the next step is to execute the plan. Execute search strings on web pages that are used as sources. Based on the search results on the website page which made the data source produced as many as 2781 articles which were primary study candidates, then made one, then screened whether the title in the article was the same or not. After screening, 50 articles were the same as the title. Of the 50 articles then screened based on eligibility according to the inclusion and exclusion criteria obtained 31 articles for further review.

**Results and Discussion**

**The Impact Of Tourist Engagement on Tourist Loyalty**

Tourist engagement is one of the factors that influence customer loyalty where a lasting relationship between the organization and customers (Pansari & Kumar, 2017). According to Tripathi (2014) tourist engagement is a process to develop, maintain and protect consumers to continue to make relations with the company so that consumers not only become buyers of the company, but more than just buyers, namely becoming marketers for the company. Loyalty represents the customer's deep commitment to consistently repurchase certain products and services (Oliver, 1999).

If the company pays attention to customer loyalty it will have an impact on the growth of profitability (Danurdara, Hidayah, & Masatip, 2017). Furthermore, research conducted by Wardi, Abror, & Trinanda

(2018) states that tourist satisfaction has a positive and significant effect on tourist loyalty. This is because tourists will recommend or notify positive information about their tours when they are satisfied with these services. On the other hand, when they feel disappointed with the services of a tourism site, they will tell the negative experience to others and will not recommend them to visit that place. Word of mouth is itself an indicator of loyalty.

While customer engagement represents customer relationships with brands outside of purchasing activities (So et al., 2014b). Some researchers state that customer engagement can increase loyalty (Hollebeek, 2011; Patterson et al., 2006) through a strong psychological relationship accompanied by the customer's interactive experience with a product / service outside of purchasing activities (Brodie et al., 2011). Customers who have high engagement tend to increase the attitude towards a product, company, or brand, which indicates loyalty to these things (Vivek et al., 2012; So et al., 2014b). Because the engagement of tourists and companies is important to achieve the company's competitive advantage as a way to establish loyalty without reason (loyalty without reason) that goes beyond reason (Reitz, 2012).

### **The Impact of Tourist Engagement on Tourist Satisfaction**

An understanding of Tourist engagement can be created with an attachment built between consumers and companies. Although the benefits and understanding of the concept of tourist engagement are increasingly clear, empirical research on the emergence of this concept is still very little, most of the previous research was limited to conceptual relationships without empirical testing (Brodie, Hollebeek, Jurić, & Ilić, 2011). Specifically, the application of tourist engagement strategies has been widely used by companies in the field of psychology known as employee engagement (Vivek, Beatty, & Morgan, 2012). The application of the employee engagement concept to customer engagement was previously proposed by (Patterson, Yu, & De Ruyter, 2006). Both of these concepts have the same characteristics, namely reflecting feelings of passion, energy and enthusiasm from the existence of an attachment relationship (Patterson et al., 2006). Whereas So, King, & Sparks (2014) define customer engagement as a marketing activity oriented to the behavior and psychological of customers.

Intense engagement relationships between customers and companies can affect customer satisfaction, based on the level of relationship and emotional interactions that customers feel (Sashi, 2012). Satisfaction is in the form of affective responses such as pleasure, joy and pleasure when customers use company services (Gummerus et al., 2012). When the engagement process takes place, customers try to increase knowledge and social interaction with brands (companies) or other customers to find out more information about the brand (company) (Wirtz et al., 2013). So that the existence of engagement relationships between customers and companies can be an alternative evaluation for customers to assess how services have been provided by the company (Brodie et al., 2011). If in the interaction, the company's service or response is in accordance with customer expectations, then they will feel satisfied and vice versa (Hollebeek, 2011).

### **The Impact of Tourist Satisfaction on Tourist Loyalty**

Customer satisfaction is generally regarded as an attitude that reflects customer expectations of a brand (Lee et al., 2014), while brand loyalty is considered as a construct of attitudes and behaviors that show customer loyalty to a brand.

Tourist loyalty is a commitment that is held firmly to buy back a product or service consistently in the future, thus causing repeat purchases on the same brand, even though situational influences and marketing efforts have the potential to cause behavior change (R. W. Oliver, 1999). This is believed to increase tourist loyalty because the tourist satisfaction will buy repeatedly, buy more types of products, and recruit loyalty friends will have an impact on the growth of profitability. Friend to be a customer. If the company pays attention to customer loyalty it will have an impact on the growth of profitability (Danurdara, Hidayah, & Masatip, 2017). Furthermore, research conducted by Wardi, Abror, & Trinanda (2018) states that tourist satisfaction has a positive and significant effect on tourist loyalty. This is because tourists will recommend or

notify positive information about their tours when they are satisfied with these services. On the other hand, when they feel disappointed with the services of a tourism site, they will tell the negative experience to others and will not recommend them to visit that place. Word of mouth is itself an indicator of loyalty.

Some studies state that customer satisfaction has a positive effect on brand loyalty (Malik et al., 2013). Because satisfied customers will continue to use the services of the same brand (company) continuously and make repeat purchases (Flavian et al., 2006 in Lee et al., 2014).

After a study of the quality of the study, data extraction is then carried out. Data extraction is done by analyzing data based on years of publication, journal, and country.

**Table 1. Articles distribution by Year**

Number	Publication Years	Number of Articles
1	2008	1
2	2010	2
3	2011	1
4	2012	1
5	2013	5
6	2014	1
7	2015	3
8	2016	3
9	2017	4
10	2018	1
11	2019	4
	Total	31

As shown in the figure, the number of review studies has grown rapidly since 2008 and is likely to continue increasing in the next five-year interval. The publication trend of review studies evidences the increasing importance of review type studies in hospitality and tourism research and reflects the maturity of the discipline.

**Table 2. Article distribution between 2008-2018**

Number	Journal	Number of Articles
1	Advances in Social Science, Education and Humanities Research	1
2	Annalisys of Tourism Research	1
3	Asia Pacific Management and Business Application	1
4	European Journal of Business and Management	1
5	International Journal of Culture, Tourism and Hospitality Research	1
6	International Journal of Hospitality Management	1
7	International Journal of Recent Advances in Multidisciplinary Research	1
8	Journal of Business Research	1
9	Journal of Chemical Information and Modeling	1
10	Journal of Destination Marketing and Management	1
11	Journal of Business Research	1
13	Journal of Interactive Marketing	3
15	Journal of Travel and Tourism Marketing	3
16	Journal of Travel Research	1
17	Online Information Review	1
19	Tourism Management	3
20	Asia Pacific Journal of Tourism Research	1
	Total	31

Overall, 31 review studies were retained after applying the inclusion and exclusion criteria. All of these studies were published in SSCI journals (including four hospitality-focused journals, thirteen tourism focused journals and three hospitality-and tourism-focused journals; see Table 2).

**Table 3. Articles distibution by Country**

Number	Country	Number of Articles
1	Korea	4
2	Turkey	6
3	India	5
4	Thailand	3
5	Indonesia	1
Total		31

Table 3 shows the number of publications by country in ten-year intervals from 2008 to 2018. Overall, 4 review studies were published from Korea Country, and 6 review studies were published from Turkey Country, review studies were published from India Country, and review studies were published from Thailand Country.

## Conclusion

Based on the results of the review literature is If a company has tourists who are satisfaction with the company, then the company accidentally creates trust in tourists that will impact into a commitment in the long term. The relationship between satisfaction and loyalty has been carried out in many studies. Satisfaction leads to the creation of strong relationships between service providers and customers, which leads to longevity relationships, or tourist retention.

The results of this review are only a conceptual starting point for starting an integrated discipline. It is realized that this literature study has several shortcomings, including the minimum number of publication provider websites that are used as data sources. In addition to the three websites that are used as data sources in this literature review there are actually many more websites that provide scientific publications. However, the website cannot be included because of the limited access that the author has. Thus further studies need to be improved on the wider literature sources to gain an understanding of the implementation of concepts in more diverse case studies.

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